



Application

Narrative

Cash Transmittal

Development Standards



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Fleetwood 6 Townhomes

6902-6908 E 1st Avenue, Scottsdale, Arizona



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1. Introduction

Overview

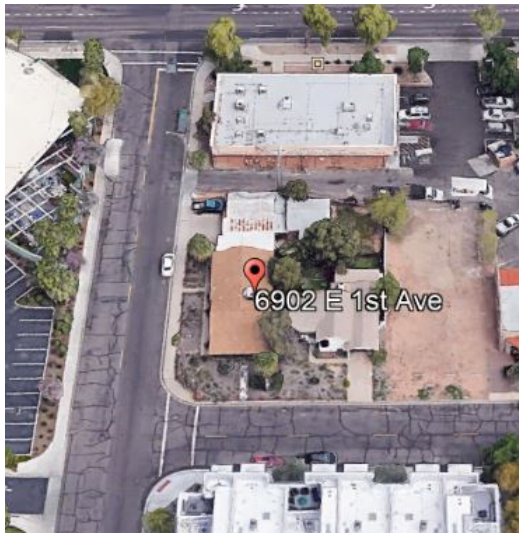
The Fleetwood 6 Townhomes will be an innovative new residential project in the City of Scottsdale. With an emphasis on green-building, technology, and modern design, it provides a new benchmark of urban living in downtown Scottsdale. The project consists of 6 single-family attached dwelling units ranging from 1,708 to 2,325 square feet. All 6 units will be two-bedroom units containing a living room, dining room and kitchen and 5 units will have an enclosed 2-car garage. The remaining two-bedroom unit will have an enclosed 1-car garage.

Location

The project is located on the northeast corner of 1st Avenue and 69th Street at 6902-6908 E 1st Avenue. The surrounding area is zoned for Commercial (C-2) or Downtown Multiple Use (DMU-2). Adjacent to the site, across N 69th Street is the to the west is the Hotel Valley Ho. The Assessor's Parcel Numbers are 130-11-055 and 130-11-056.

Relationship to Surrounding Properties

The property is located at 6902-6908 E 1st Avenue, Scottsdale.



To the North: Located to the North, across an alley, is a Circle K convenience store.

To the West: Directly to the West is the Hotel Valley Ho.

To the South: Directly to the South is a 6-unit, recently developed multi-family condo development.

To the East: Immediately to the East is an undeveloped parcel.

2. Development Plan

Project Layout

The project consists of 6 single-family attached dwellings units ranging from 2,325 to 1,708 square feet. All 6 units will be two-bedroom units containing a living room, dining room and kitchen. 5 units will have an enclosed 2-car garage and the remaining unit will have an enclosed 1-car garage.



As seen in the rendering above, the projects street access fronts a public street (N 69th Street) and creates a strong pedestrian connection with the surrounding community. The unit garages are accessed from the adjacent alley to the north and from 1st Avenue to the south.

Planned Block Development

The project is situated on a very small lot that was originally created for a single family home. To achieve the levels of housing density proposed, we are requesting a Planned Block Development designation to ease the restrictions to allow for fully developing the property.

All of the variances from the Zoning Ordinance are addressed in the concurrently submitted Legislative Draft.

Connection to Existing Urban Fabric

Adjacent properties are Commercial (C-2) and Downtown Multiple Use (DMU-2). New development such as the proposed Fleetwood 6 development will add to the current improvements to the streetscape and provide an ongoing catalyst to provide additional segments of streetscape that will connect and create a more inviting urban experience. The perimeter of our site incorporates outdoor living space, and landscaped pedestrian access along the street frontage that is consistent with other contemporary development in the area.

Architectural Character and Materials

The proposed development substantially conforms the downtown district provisions as it relates to the façade location and massing. The intent is to create a mass that defines the street while still providing recess, repetition and interest. Our facade reflects a rhythm consistent with the intent of those requirements. Materials are layered onto the facade to create visual interest and variety.

Consistent with the Scottsdale Downtown Plan, Urban Design & Architectural Guidelines, the project will utilize a limited color palette. The body will be off-white stucco to minimize the impact of the sun, as well as complement the buildings in the area and meet the recommendations of the Guidelines. The color palette is consistent with the other buildings in the area including the adjacent Hotel Valley Ho, and the newer development across the street to the south. The building materials are consistent with those that are predominate in the area including stucco, glass and painted metal.

Landscape Character and Materials

Consistent with Scottsdale's Sensitive Design Principles, the plants and trees in the landscape plan will highlight the architecture and provide a visual stimulus to passers-by, yet are indigenous to the arid region and have been selected for their low water use and tolerance to drought conditions. The goal is to provide a year-round tapestry of colors that will never be dormant.

Hardscape is minimized by the use of pavers for portions for the walks and driveways, thereby improving retention of rain water and providing site vegetation with water. Consideration will also be given to those recommended in the Downtown Design Guidelines.

3a. Conformance to the General Plan

The property is designated as Old Town Scottsdale on the 2001 General Plan and designated as Commercial C-2, Downtown Overlay. The Fleetwood 6 project is a perfect fit for the General Plan's Goals and Approaches.

You will find below a cross section of goals and policies with which this project aligns with the goals of the General Plan.

Land Use Element

LU4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: This project will provide residents unparalleled access to Scottsdale's arts and cultural activity nodes and recreation areas. It will be designed to offer more affordable options for those that look to live, work and/or play in the community. The project adds diversity by being a smaller infill development that takes advantage of a vacant site; filling a void that currently exists for newer, smaller, multi-family housing.

LU5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide a balance of live, work and play land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling and transit) where environmentally and physically feasible.

- Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

Response: This proposed project is an appropriate density for the area and within walking distance – or an easy bike ride – to numerous entertainment, employment and civic facilities. The area is also serviced by mass transit from City buses, trolleys, pedi-cabs and golf cart taxis.

LU6: Promote land use patterns that conserve resources such as land, clean air, water and energy, and serve all people within the community.

- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations, allowing people to live, work, play and shop in the same general area.
- Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.
- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.

Response: As mentioned above, this proposed project is within walking distance – or an easy bike ride – to numerous entertainment, employment and civic facilities. The area is also serviced by mass transit from City buses, trolleys, pedi-cabs and golf cart taxis.

The proposed project will help revitalize an area that contains many empty lots and 1 and 2-story multifamily units with unremarkable design and no functional streetscape. The new development will be one of several in the vicinity that will be designed to offer more affordable options for those that look to live, work and/or play in the community. In addition, bringing new residents into an older area of Scottsdale will help re-energize a currently underutilized area of Downtown, potentially spurring additional redevelopment.

Economic Vitality Element

EV7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage and support the renovation and reuse of underutilized or vacant parcels / buildings / shopping centers.
- Enhance the experience for visitors who evaluate the quality of their experience through their visual impressions of the community by revitalizing the mature built environment of businesses and neighborhoods.

Response: As noted above, the proposed project will help revitalize an area that contains many empty lots and buildings that have outlived their usefulness. The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community. The site's location is highly visible and the new development will assist in the effort to enhance the Downtown Scottsdale experience for both residents and visitors turning what was formerly vacant lots into a new, high-quality development.

Housing Element

HE2: Seek a variety of housing options that blend with the character of the surrounding community.

- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing designs.

Response: The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, and construction methods. This project will be a leader in demonstrating that environmentally responsible design can be attractive and affordable.

HE3: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

- Encourage and establish appropriate incentives for development of aesthetically pleasing housing that will accommodate a variety of income levels and socioeconomic needs.
- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing design as a contribution to long-term housing affordability and as a benefit to our environment.

Response: This new development will be designed to offer more affordable options for those that look to live, work and/or play in the community. To help with affordability, the project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, and construction methods.

Neighborhood Element

NE1: Enhance and protect diverse neighborhoods so they are safe and well-maintained.

- Provide for a range of housing opportunities.

Response: As noted above, the proposed project will help revitalize an area that contains many empty lots and older housing options. The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community.

NE3: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

- Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.
- Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy.
- Encourage "green building" techniques and alternatives that incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling in conjunction with revitalization, neighborhood conservation and redevelopment efforts.

Response: The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community; as well as turning what was formerly two vacant lots into a new, high-quality development.

The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques.

Community Mobility Element

CM2: Protect the physical integrity of regional networks to help reduce the number, length and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

- Improve air quality by encouraging live, work and play relationships in land use decisions that reduce the distance and frequency of automotive-generated trips.

- Encourage alternative-fuel vehicles and examine future alternatives for mobility options that will help air quality and the environment.

Response: This proposed project is located with access to numerous alternative modes of transportation and within walking/biking distance to many Downtown Scottsdale amenities, services and employment opportunities, which will help minimize automotive traffic downtown.

The scale and location of the project lends itself to a very pedestrian-oriented lifestyle that is increasing in popularity as the residential options become more varied and available within the Downtown area.

3b. Conformance to the Downtown Plan

The Downtown Plan “establishes the vision for Downtown Scottsdale” in order to “Maintain Downtown as the commercial, cultural, civic and symbolic center of the community comprised of urban neighborhoods that operate together as a highly-functional mixed-use center”. There are many ways in which the proposed project aligns with that vision.

You will find below a cross section of goals and policies with which this project aligns with the goals of the Downtown Plan.

1. Land Use

Goal LU 1: Maintain Downtown Scottsdale as the commercial, cultural, civic and symbolic center of the community to ensure a vibrant mix of mutually-supportive land uses.

- **Policy LU 1.2.** Maintain Downtown as a year-round, 24-hour highly functional mixed-use center, containing areas of different densities, architectural styles and land uses that support the needs of Scottsdale’s residents and visitors.
- **Policy LU 1.3.** Maintain a balance of Downtown land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities, and the economic base needed to secure resources that support the community.

Response: This proposed project is located with access to numerous alternative modes of transportation and within walking/bike riding distance to many Downtown Scottsdale amenities, services and employment opportunities, which will help minimize automotive traffic downtown. The modern design will provide a beautiful setting appropriate for the area, helping to revitalize a neighborhood that contains empty lots and 1 and 2-story multifamily units with

unremarkable design and no functional streetscape. This development will offer more affordable options for those that look to live, work and/or play in the community; and the modern design will provide a unique and beautiful setting appropriate for the area.

The new development will be designed to offer more affordable options for those that look to live/work and/or play in the community. Adding additional residents to the Downtown area will increase the activity and energy of the area around the clock, not just during days and times that are already traditionally busy. The incorporation of new full-time residents within walking distance will bring new business to existing downtown restaurants and services without increasing parking demand issues.

Goal LU 2: Promote the development of Downtown as a collection of mixed-use urban neighborhoods.

- **Policy LU 2.1.** As a general Plan designated Mixed-Use neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human-scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.
- **Policy LU 2.2.** Support interconnected, pedestrian-oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance.
- **Policy LU 2.5.** Encourage new development, redevelopment and infill that strengthen Downtown Scottsdale's mix of uses and activities through the development of mutually-supportive land uses within the Downtown Multiple Use urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary.
- **Policy LU 2.6.** Maintain, enhance, and expand the development of a Downtown Medical Mixed-Use urban neighborhood that supports the Downtown Medical Campus with its high influx of employees and clients. Components of this neighborhood should include vertical mixed-use development that serves the efficiency needs of the hospital, including research and development, and other medical activities. The incorporation of land uses that support the medical focus of this neighborhood such as housing, hotels, service-oriented businesses, child care, assisted living and long term care facilities are also envisioned. The greatest intensity of Downtown development may be accommodated in this urban neighborhood.

Response: This higher density multi-family housing project is located in an area with strong access to multiple modes of transportation and contributes to the desired balanced mix of activities and land uses for the area. The design of the project's streetscape is pedestrian-oriented, including wide, shaded sidewalks and a quality landscape palette.

This project is a high-quality redevelopment infill project, aimed at improving upon the existing use of the property and the overall diversity of uses within the Downtown Multiple Use area. The development would provide high-quality, affordable housing for employees who want to live within walking/biking distance of their workplace.

Goal LU 3: Continue the use of development types to guide the physical and built form of Downtown Scottsdale.

- **Policy LU 3.2.** Support higher scale Type 2 development in all non-Downtown Core areas of the Downtown.

Response: This project is a high-scale development located within the Type 2 area. By promoting a diversity in downtown housing options, it contributes to the development of variable housing types with loft-style apartment/condominiums. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes use of an otherwise under-utilized site.

Goal LU 6: Promote diversity in Downtown housing options.

- **Policy LU 6.1.** Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.
- **Policy LU 6.2.** Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.
- **Policy LU 6.3.** Encourage residential development for a variety of income groups.

Response: By promoting a diversity in downtown housing options, this project contributes to the development of variable housing types with loft-style apartment/condominiums. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes use of an otherwise under-utilized site. The addition of a small, boutique-style multi-family project on an infill lot will hopefully encourage other developers to follow suit and replace

vacant or dated building that are underutilized with new options for full-time residents desiring to experience the culture that downtown Scottsdale has to offer.

Goal LU 7: Support a mix of land uses that promote a sustainable downtown.

- **Policy LU 7.1.** Support Downtown sustainability by encouraging vertical mixed-use development that offers land uses in close proximity to one another.
- **Policy LU 7.2.** Encourage development to make cost effective use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

Response: As mentioned above, by promoting a diversity in downtown housing options, this project contributes to the development of variable housing types with loft-style apartment/condominiums. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes use of an otherwise under-utilized site.

2. Character & Design

Goal CD1: The Design Character of any area should be enhanced and strengthened by new development that promotes contextual compatibility.

- **Policy CD 1.1.** Incorporate, as appropriate, in building and site design, the distinctive qualities and character of the surrounding, and/or evolving context.
- **Policy CD 1.2.** Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the Downtown, for areas where development patterns are fragmented or are in transition.
- **Policy CD 1.8.** Encourage new development and revitalization that is composed of complementary and/or supportive design relationships with the established urban form, as well as design features and materials of the neighborhoods within which they are sited.

Response: The surrounding context is unique in that it's truly a mixed-use neighborhood with very small, limited commercial and service uses and a substantial residential population that is mixed between new housing product and much older product. It appears that the trend is for the older housing product to be redeveloped into more current

residential patterns. This project exemplifies being a good neighbor by taking lots that formerly contained two dated and unremarkable single-family homes - and redeveloping it into a vibrant and modern community-driven complex.



The site in its current state perfectly suits the description in the policy of being “fragmented”. Our proposed development will bring new vision into a neighborhood that has already begun a significant transition. Key factors that allow our proposed project to integrate with the

surrounding context so well are the focus on pedestrian scale and visual experience and the sequestering - or non-prevalence - of vehicles and parking. The design of our proposed project goes to great lengths to minimize the importance of the vehicles and their parking, which only adds to the pedestrian-oriented concept and enhancement of the downtown area.

Goal CD3: Downtown development should respect and respond to the unique climate and context of the Southwestern Sonoran Desert.

- **Policy CD 3.1.** Enhance outdoor pedestrian comfort through microclimatic design that incorporates a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.
- **Policy CD 3.2.** Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

Response: The siting and orientation of the project has been designed with the pedestrian and resident in mind, to create an oasis within the urban environment. Inside the units themselves, the two story stairway will allow for natural cooling via convection as well.

This micro climate will serve to promote an overall feeling of comfort and shade, mitigating the harsh temperatures we experience during the summer months. Utilizing the building itself to shade the parking without the creation of additional structures or paved area greatly diminishes the “urban heat island” effect created by standard parking lots even when carports

are utilized. It is our intention that this will serve as an example of how to maximize a site's potential in our desert environment in the most passive manner available to us.

Goal CD6: Incorporate a regional landscape palette that complements Downtown's urban character.

- **Policy CD 6.1.** Downtown landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.
- **Policy CD 6.2.** Landscape materials should complement Downtown's built environment, land uses, and activities through the careful selection of plant materials with regard to scale, density, placement, and arrangement.

Response: As mentioned earlier in the report, the goal with the landscape design is to provide a very lush, tropical setting that provides year round vibrant color while utilizing drought tolerant and very low water-use plant material. The plantings will be designed to add not only significant color but also texture and variety of scale. We will be designing for a layered approach that maintains human scale while accenting the architecture of the building and promoting natural passive cooling via shade and the plants themselves.

Goal CD7: The extent and quality of lighting should be integrally designed as a part of the built environment.

- **Policy CD 7.1.** Achieve a balance between ambient light levels and designated lighting needs.
- **Policy CD 7.2.** Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular travel for safety in public/private spaces.

Response: The entire project will utilize LED lighting to minimize the energy consumption of the building and maximize our green potential. A combination of occupancy and daylight sensors will be utilized to ensure that energy is never being wasted when it is not needed. The exterior of the property will have minimal lighting that will be designed to enhance the landscape material as well as the architecture without over-illuminating the façade. The landscape lighting and building lighting will be coordinated to ensure that the photometrics for the site include all sources from the project as well as existing street lighting.

Goal CD8: Implement high-quality design in Downtown architecture.

- **Policy CD 8.1.** Encourage contemporary and historical interpretations of regional Southwestern Sonoran Desert architectural traditions.

- **Policy CD 8.2.** Promote the “Scottsdale Sensitive Design Principles” in the creation of architecture in Downtown.
- **Policy CD 8.3.** Promote the principles of design in the “Downtown Urban Design and Architectural Guidelines” in all Downtown development.

Response: It is the goal of the entire design and development team to create a new and exciting product to compliment the increasingly diverse and revitalized downtown area. The uniqueness of the design focusing on green technology, minimal foot print, lack of visible surface parking, reduction of urban heat island, deeply shaded private and common areas etc. all contribute to what we believe will be a trendsetting example of reuse and revitalization of an underutilized site that exemplifies modern urban desert architecture.

The materials and forms with which they are interwoven create a modern desert oasis with a visual and textural sensation of quality not abundant in similar product available on the market. The ability to deliver high-quality, green design at an affordable price point will set this project apart and ideally encourage more redevelopment of a similar nature.

Goal CD9: Development should incorporate sustainable building practices and products.

- **Policy CD 9.1.** Development should strive to incorporate sustainable planning, design strategies, building techniques, and the use of durable indigenous materials, to minimize environmental and maintenance impacts, and endure over time.
- **Policy CD 9.2.** Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plant materials.
- **Policy CD 9.3.** Promote the use of energy efficient systems, construction methods, and alternative energy sources.

Response: The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, and construction methods. This project will be a leader in demonstrating that environmentally responsible design can be attractive and affordable.

3. Economic Vitality

Goal EV1: Support Downtown’s economic role as a hub for arts, culture, retailing, entertainment, tourism and events.

- **Policy EV 1.4.** Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

Response: The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community. By adding new full-time residents to the downtown area, this project will provide new patrons for local services and restaurants on a daily basis, helping to energize the surrounding area.

Goal EV2: Promote private investment and attract new development to downtown.

- **Policy EV 2.1.** Encourage new development and reinvestment that maintains Downtown's economic edge in the region.
- **Policy EV 2.2.** Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development.

Response: By promoting a diversity in downtown housing options, this project contributes to the development of variable housing types with townhouses. Moreover, as a sustainable infill project, it will create housing for a variety of income groups and makes use of an otherwise under-utilized site.

The new development will be designed to offer more affordable options for those that look to live, work and/or play in the community; adding additional residents to the Downtown area will increase the activity and energy of the area around the clock, not just during days and times that are already traditionally busy.

3c. Conformance to the Downtown Urban Design & Architecture Guidelines

The primary purpose of these Guidelines is to influence the general character of new projects in order to preserve the present qualities that exist in Downtown Scottsdale. There are many ways in which the proposed project aligns with that vision.

You will find below a cross section of goals and policies with which this project aligns with the goals of the Downtown Urban Design & Architecture Guidelines.

A. Site Development

A2. Active Street Frontages:

- Design active building frontages to create inviting indoor and outdoor spaces visible from the sidewalk and street.

Response: Active street frontage is are provided along both 68th Street. Both indoor and outdoor spaces are visible from the sidewalk and street, including numerous balconies and the community pool.

A4. Parking Facilities:

- Minimize the visual impact of parking structures and parking lots by locating them at the rear or interior portions of building sites.
- Parking access from alleys and side streets is desired. The number of entrances to parking facilities from other streets, especially major arterials, should be kept to a minimum.

Response: Parking will be located in individual unit garages (5 – 2 car, 1 – 1 car) on the ground floor of the development, with minimum visual impact. Parking garages are all entered from the drive access located on the east side of the site and are not visible from 69th Street.

A5. Building Equipment and Services:

- Locate service and loading zones to minimize visibility from public streets.
- Mechanical and electrical equipment, solar collectors, satellite dishes and communications equipment should be concealed from view of public streets and neighboring properties.

Response: All equipment and service areas have been concealed within the structure, minimizing visibility from public streets and neighboring properties.

A8. The Continuity of Street Spaces:

- Buildings should create consistent street setback patterns by locating a maximum amount of their front elevation on the setback line.
- The preferred building-street relationship is to place buildings parallel to the street.

Response: A consistent and architecturally pleasing street setback pattern has been designed by maximizing the amount of elevation placed upon the setback line, and the preferred building-street parallel relationship is incorporated.

A9. The Building Setback Zone:

- The building setback zone should be developed as a “patio” landscape designed primarily for pedestrian activity and enjoyment.
- Expanses of lawn should be avoided.

Response: The building setback zone has been developed as a “patio” landscape, with expanses of lawn avoided. Paving will include a variety of textures and colors, the planting plan along the street edges will be linear and rhythmic with occasional contrasts and accents, lighting will be included to supplement street lighting, trees will create shade for pedestrians and geometric patterns are utilized.

B. Building Form***B1. Reduction of Apparent Size and Bulk:***

- Downtown buildings of three or more stories should be designed as carefully-orchestrated compositions of smaller parts. Every building should reduce its perceived height and bulk by dividing the building mass into smaller-scale components.
- Large or long continuous wall planes should be avoided. As a general principle, building surfaces over two stories high or 50 feet in length should be relieved with a change of wall plane that provides strong shadow and visual interest.



Response: The building has been designed with multiple areas of projections and recesses to reduce the perceived bulk of the building and to provide contrast.

C. Architectural Character

C1. Proportion and Scale

- Development proposals should demonstrate evidence they have studied the predominant scale and proportions of buildings in the district and street where they are to be located.

Response: As preferred, the building has been designed with a horizontal emphasis to avoid exaggerating the building height. The spacing of elements are varied rather than repetitive. There is more wall than window, and thin elements have been used to provide detail.

C2. Building Materials

- Restraint should be used in the number of different building materials selected. Simplicity of palette is desired.
- Building materials similar to those in predominant use on the street or in the district of the new project are encouraged.
- Wall detailing should recess glass surfaces in shadow as deeply as possible within the limits of the selected construction systems.

- Highly reflective materials that create glare should be avoided.

Response: The building has been designed to minimize the number of exterior materials while creating enough variation in the form of the building itself to create interest. All glazing on the project is either deeply recessed by patios or recessed as much as possible from the surface of the wall. With the exception of the low e-glazing, there are no reflective materials proposed on the elevations.

The materials that comprise the structure were carefully selected to create a modern yet natural feeling when experienced by the residents as well as the public. The use of dark bronze steel juxtaposed with warm wood and smooth stucco create a solid, quality textural backdrop to the expanses of deeply shaded glazing that provide a feeling of openness and connectivity with the outdoors and surrounding environment. Multiple recesses within the geometric form provide shade that creates a cooling and inviting atmosphere.

C3. Color and Texture

- Building colors should emphasize light and muted colors, with light earth tones dominant.
- Color selection should show evidence of coordination with the predominant use of color on the street and district of the new project.

Response: It is the intent of the design team to utilize a muted desert palate that still evokes a modern sensibility. Wood soffit materials and dark steel accents will further add to a feeling of quality and detail.

C4. Architectural Detail

- Surface detail, ornament and other elements that enrich architectural character are encouraged.

Response: The design team has spent a significant amount of time designing the exterior facades of the building to be the detail and ornamentation without the need for adornment. We prefer to create strong architecture that is enriching in its own right without the need for additional accoutrements.

D. Landscape Character

D1. Streets

- Plants, street furniture, paving, and other landscape elements should be organized along streets to create a unified civic appearance. The materials and layout of these elements should conform to City standards.
- A safe comfortable pedestrian environment should be created as a result of creative street frontage design. Give primary consideration to provision of ample shade, special paving, and buffer between the street and walking space.

Response: The premise behind the landscape design is to create a very vivid palette of colors and texture that not only highlights the architecture but provides visual stimulus to anyone passing by the site. Utilizing drought tolerant plants and succulents, the goal is to provide a year round tapestry of colors that will never be dormant. The plant material and layout will complement the structure while evoking a cooling oasis of colorful greenery. Ample shade and the use of diverse paving materials will all enhance the pedestrian experience.

D2. Site Spaces

- Landscaping for individual sites should provide shade, opportunities to rest, adequate lighting and relief from traffic noise.
- Design for outdoor spaces should address special site conditions such as solar orientation and relationship to the street, neighboring building and neighboring offsite spaces.
- Landscape elements should relate closely to the character, materials and function of site architecture.

Response: The outdoor spaces of the project have been designed to create an urban oasis offering residents and the public sensorial relief from the desert environment. The orientation has been designed to offer shade and maximize the views and minimizing the impact of surrounding traffic noise and lighting.

D3. Plant Selection

- The plant palette for individual projects should reinforce Downtown's character as an urban oasis by emphasizing plants that provide shade, year round color and a variety of textures and forms.
- The selection and layout of plant materials should optimize each species' growth potential by recognizing its special environmental and maintenance requirements.
- Planting design for use in Downtown projects should respect the need for water conservation.

Response: The premise behind the landscape design is to create a very vivid palette of colors and texture that not only highlights the architecture but provides visual stimulus to anyone passing by the site. Utilizing drought tolerant plants and succulents, the goal is to provide a year round tapestry of colors that will never be dormant. The plant material and layout will complement the structure while evoking a cooling oasis of colorful greenery. Ample shade, and the use of diverse paving materials will all enhance the pedestrian experience.

3d. Conformance to the 2018 Old Town Scottsdale Character Area Plan

GOAL LU 2 - Encourage the development of Old Town as a collection of mixed land uses and districts.

Policy LU 2.3 Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses within Downtown Multiple Use areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.

Response: Project provides a newer housing option with much greater density than the single family residential style building currently on the property.

GOAL LU 3 - Continue the use of development types to guide the physical and build form of Old Town Scottsdale.

Policy LU 3.2 Support higher scale Type 2 development in the majority of the Multiple Use areas surrounding the Downtown Core.

Response: Provides a visual balance with the similar development across 1st Avenue. Showing greater density along the streetscape and encouraging similar scaled development on the underutilized and under developed lots directly adjacent to the east.

GOAL LU 5 – Promote diversity in Old Town housing options.

Policy LU 5.1 Develop a variety of housing types such as apartments, condominiums, lofts, townhomes, patio homes, and live/work units.

Policy LU 5.2 Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.

Policy LU 5.3 Encourage residential development for a variety of income groups.

Response: Project is a six-unit townhome development. Adds to the inventory small scale development projects.

GOAL LU 6 - ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

Policy LU 6.3 Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

Response: Project creates greater density by replacing a single family one-story detached house into a more urban scaled multi-story, with 6 attached single family units, adding multiple property owners invested in the community and local economy.

3e. Conformance to the Planned Block Development (PBD) Criteria

Criteria for a PBD Overlay District application in a Type 2 Area or a Type 2.5 Area:

- a. The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan;***

Response: See Section 3b: Conformance to the Downtown Plan, 2. Character & Design.

- b. The site development standards and building form shall be in conformance with the Downtown Plan Urban Design & Architectural Guidelines;***

Response: See Section 3c: Conformance to the Downtown Urban Design & Architecture Guidelines

- c. The building form shall reflect the planned character of development within which the development project will be located;***

Response: The proposed building form is complementary with recent development in the area, specifically the new development located directly south across 1st Ave.

e. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

Response: Project incorporates elements from the Downtown Plan, Land-use Element 2.2, see response in Section 3A, Goal LU 2, Policy LU 2.2.

f. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

Response: Project is oriented to the street along 69th Street. The patio walls and landscaping provide pedestrian scale, shade and provide for some open space along both street frontages. Existing 5-foot wide sidewalk at 69th Street is being replaced with a 6-foot wide sidewalk within an 11 foot wide frontage.

4. Conclusion

This proposed project demonstrates how a small, underutilized site can be developed to benefit the community by providing environmentally sensitive, market-priced housing. As demonstrated in the narrative, the project is in conformance with the City of Scottsdale's General Plan, the Downtown Plan, and the Downtown Urban Design and Architecture Guidelines.

It is the goal of the entire design and development team to create a product that can serve as an example of how to create environmentally sensitive modern desert architecture on an underutilized site helping to revitalize and energize the culturally diverse amenities that downtown Scottsdale has to offer.